

Message Text

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ACTION EUR-25

INFO OCT-01 ADP-00 SS-15 NSC-10 CIAE-00 INR-10 NSAE-00

PA-03 RSC-01 USIA-12 PRS-01 SAJ-01 H-02 RSR-01 /082 W

----- 025362

R 221422 Z JUN 73

FM AMEMBASSY MOSCOW

TO SECSTATE WASHDC 9845

INFO AMCONSUL MUNICH

USIA WASHDC

UNCLAS MOSCOW 7398

E. O. 11652: N/A

TAGS: UR , US, PFOR

SUBJECT: SOVIET MEDIA ON BREZHNEV VISIT

1. 1. VREMYA EVENING TV NEWS GAVE 50 MINUTES TO BREZHNEV VISIT. HIGHLIGHTS INCLUDED SHOTS OF BREZHNEV AT CAMP DAVID WEARING WINDBREAKER WITH CAMP SEAL, AND ON PRESIDENTIAL YACHT SEQUOIA. CAMP DAVID DESCRIBED AS SECLUDED, GOOD SITE FOR TALKS. PROGRAM CLOSED WITH INTERVIEWS WITH PROMINENT AMERICANS AND SOVIET WORKERS. FORMER INCLUDED SENATOR HARTKE, DR. SPOCK, AND OFFICIAL OF THE NATIONAL ASSOCIATION OF MANUFACTURERS. SOVIET WORKERS SHOWN EAGERLY READING PRESS ACCOUNTS OF VISIT. ONE COMMENTED THAT AGREEMENTS HAVE NO WINNERS OR LOSERS, BUT ARE TO MUTUAL BENEFIT OF BOTH SIDES. VREMYA WAS FOLLOWED BY 45 MINUTE FILM OF DAQUESNE UNIVERSITY (PITTSBURGH) FOLKLORE ENSEMBLE PERFORMING RUSSIAN TUNES AT A FESTIVAL IN BULGARIA.

2. PRAVDA OF JUNE 22 CARRIES TEXTS OF ATOMIC ENERGY AGREEMENT AND BASIC PRINCIPLES FOR NEGOTIATIONS ON FURTHER LIMITATION OF STRATEGIC OFFENSIVE WEAPONS. IMPORTANCE OF LATTER IS MAIN THEME OF PRAVDA DESPATCH FROM WASHINGTON, WHICH ALSO SAYS IT IS OBVIOUS THAT TALKS HAVE PROCEEDE ON A BUSINESSLIKE AND CONSTRUCTIVE BASIS.

3. PRESS CAMPAIGN TO BUILD UP US IMAGE HAS BEGUN TO REACH THE USUALLY LOCALLY ORIENTAED PROVINCIAL PRESS. UZBEK PARTY ORGAN PRAVDA VOSTOKA OF JUNE 19 REPORTS IMPRESSIONS OF LOCAL MEDICAL
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SPECIALIST WHO HAD VISITED US. SOME UNFAVORABLE ELEMENTS CONTAINED
IN ARTICLE, I. E. COST OF US MEDICAL CARE, BUT MAIN POINT IS
FRIENDLINESS OF AMERICAN PEOPLE OT USSR.

4. ONE ASPECT OF PRESS TREATMENT IS GROWING PUBLICITY BUILDUP
FOR BREZHNEV THROUGH DEVICE OF QUOTING US SOURCES . IZVESTIYA OF
JUNE 21 REPORTS SENATORIAL DESCRIPTIONS OF BREZHNEV AS " SINCERE,"
" IMPOSING," " IMPRESSIVE," AND " CONVINCING." TASS DISPATCH IN
PRAVDA OF JUNE 22 ADDS MANY MORE ENCOMIUMS. WASHINGTON POST
QUOTED AS SAYING BREZHNEV MADE " MOST FAVORABLE IMPRESSION ON
CONGRESS; AND EVENING STAR PRAISE FOR HIS " MODESTY, SUBTLETY,
QUICK WIT ... AND POLITICAL EXPERIENCE" IS NOTED. DESPATCH ADDS
SENATOR MCGOVERN' S DESCRIPTION OF BREZHNEV AS " STRONG
PERSONALITY"
AND MAN WITH " TRULY DEEP SPIRITUAL LIFE." (FYI, EMBASSY IS
PROVIDING PRAVDA AND TASS WITH DAILY USIS WIRELESS FILE ITEMS ON
VISIT, INCLUDING US PRESS COVERAGE, BY TELEX. IZVESTIYA AND
SOVIET RADIO AND TV RECEIVE SAME DAILY BY MESSENGER. END FYI.)

5. NEWS OF VISIT SHARES PRIDE OF PLACE ON FRONT PAGES OF
PRAVDA AND DRASNAYA ZVEZDA OF JUNE 22 WITH LEAD ARTICLES ON 32 ND
ANNIVERSARY OF THE GERMAN ATTACK ON USSR. COMPARISON OF TWO
ARTICLES REVEALS INTERESTING SHADES OF DIFFERENCE. PRAVDA
SALUTES SCRIFICES OF SOVIET PEOPLE, THEN ASSERTS THAT TASK OF
MOMENT IS TO PRESERVE THE PEACE WON AT SUCH COST. KRAZNAYA
ZVEZDA SAYS MILITARY IS UNITED IN SUPPORT OF PEACE PROGRAM, BUT
ASSERTS THAT ALONG WITH FIGHTING FOR PEACE " PARTY" WILL REMAIN
IN " CONSTANT ALERTNESS AND READINESS TO REPULSE ANY PLOTS OF
THE AGTRESSIVE REACTIONARY CIRCLES OF IMPERIALISM."
DUBS

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NNNNMAFVVZCZ

*** Current Handling Restrictions *** n/a

*** Current Classification *** UNCLASSIFIED

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts:
Control Number: n/a
Copy: SINGLE
Draft Date: 22 JUN 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973MOSCOW07398
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: n/a
Errors: n/a
Film Number: n/a
From: MOSCOW
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19730626/aaaajkfz.tel
Line Count: 96
Locator: TEXT ON-LINE
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: kellerpr
Review Comment: n/a
Review Content Flags:
Review Date: 21 AUG 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <21-Aug-2001 by thomasv0>; APPROVED <06-Sep-2001 by kellerpr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: <DBA CORRECTED> jms 980219
Subject: SOVIET MEDIA ON BREZHNEV VISIT
TAGS: PFOR, UR, US
To: EUR
MUNICH
SECSTATE WASHDC
USIA
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005